

FIG. 1

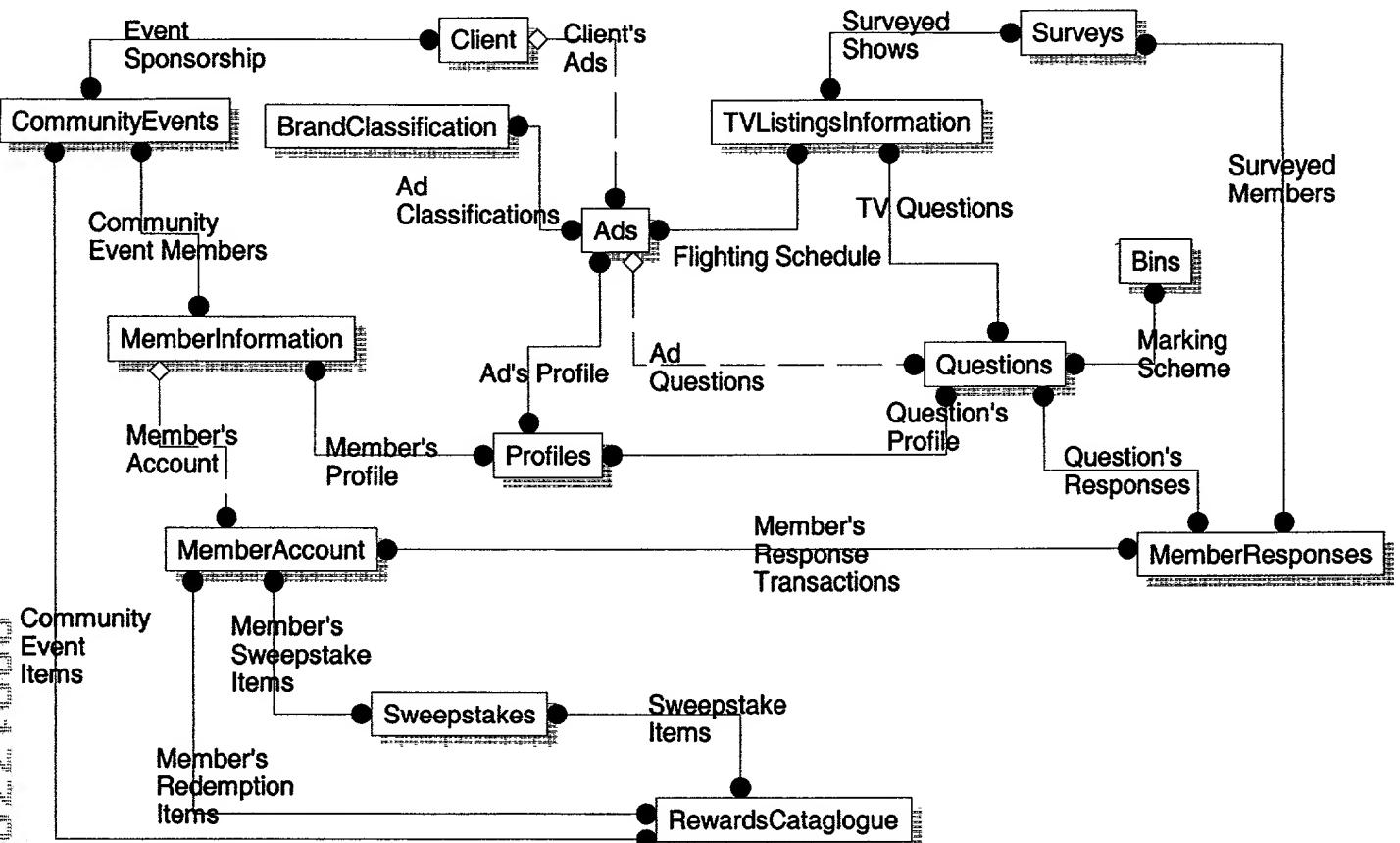


FIG. 2

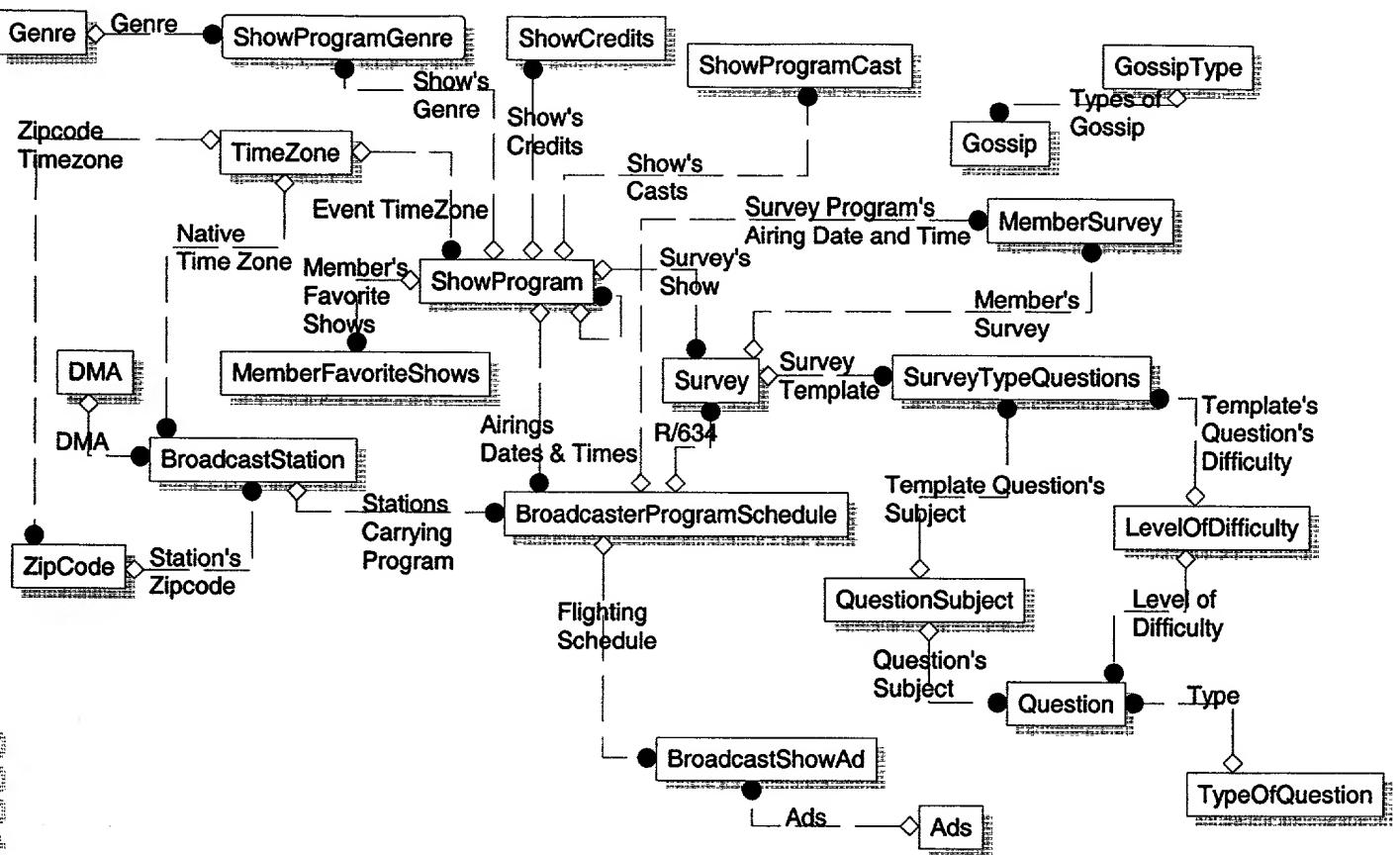
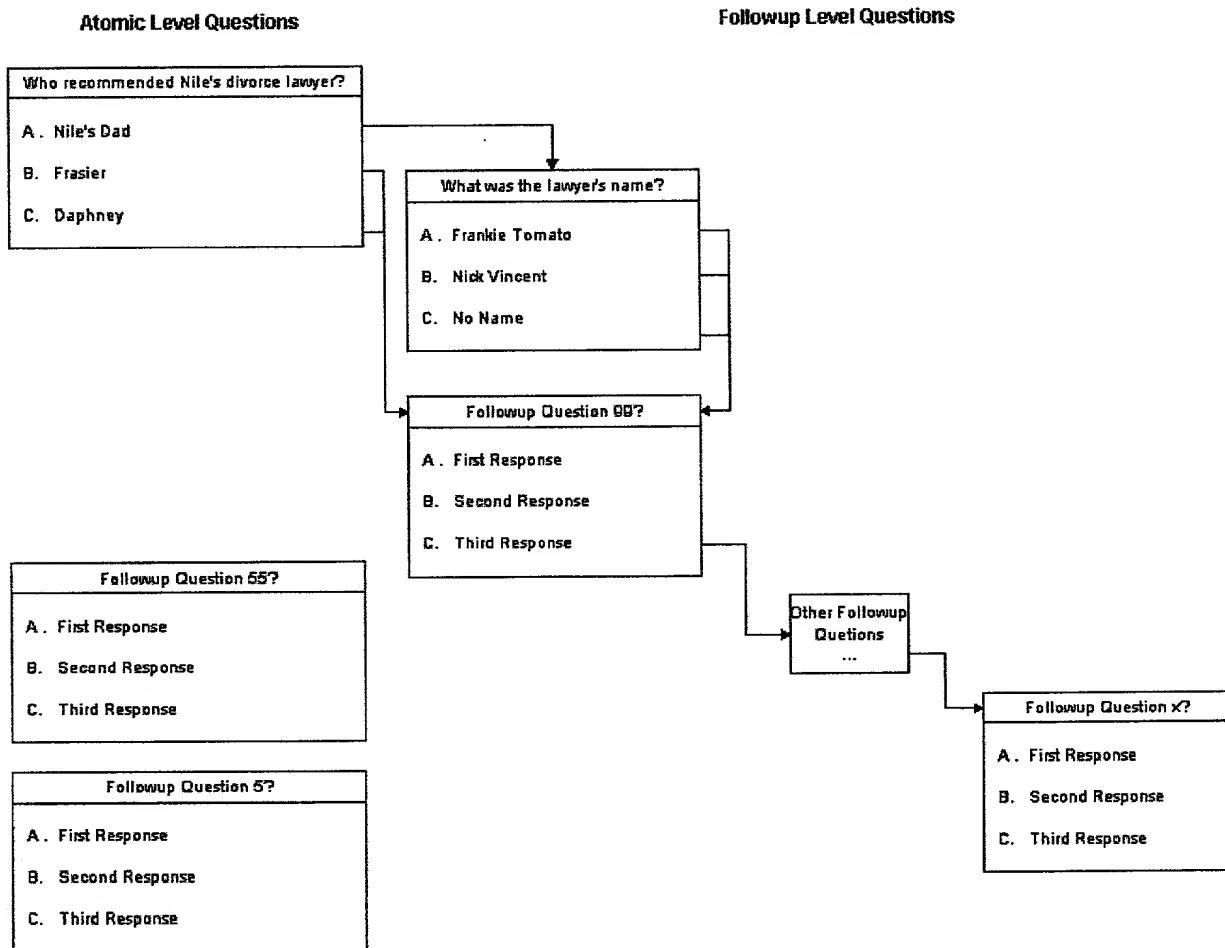
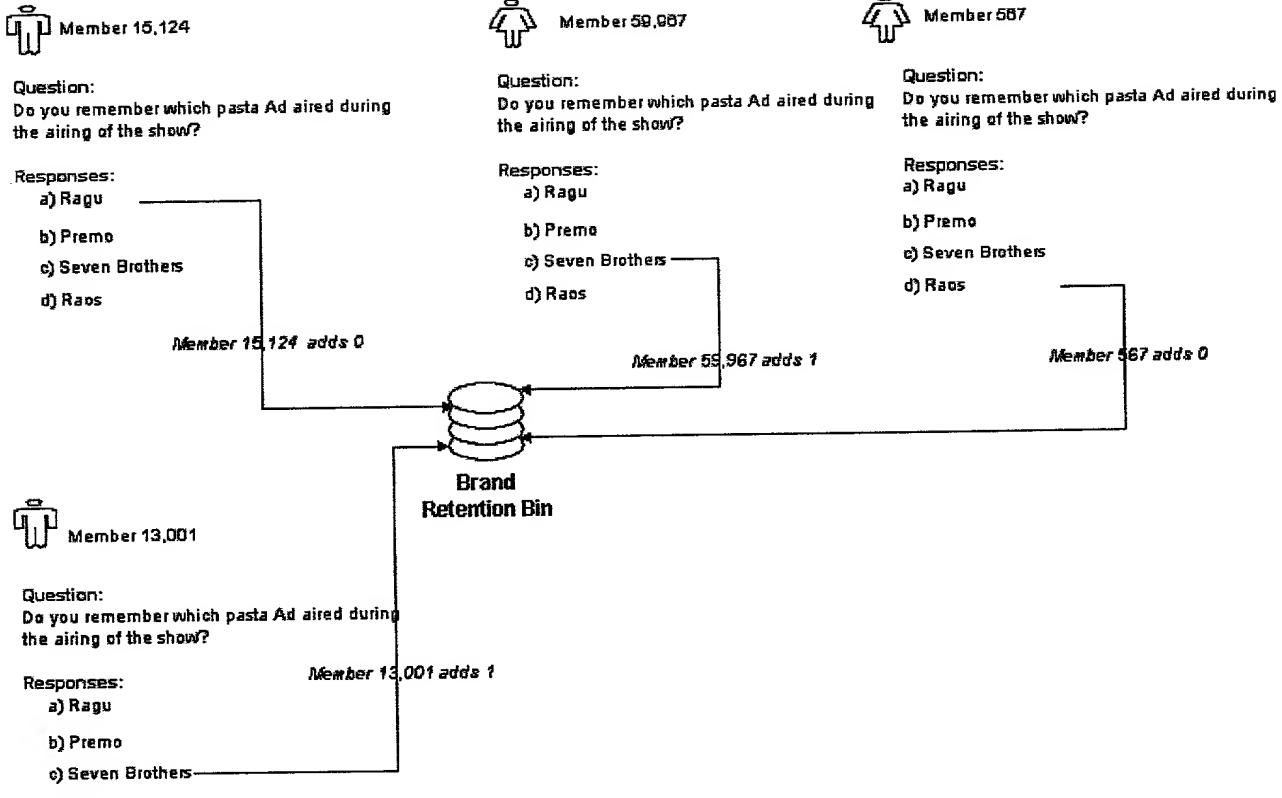


FIG. 3



NB: Followup questions can themselves be the start of an Atomic Level Question

FIG. 4



NB: Analyzing the results: 2 recalled the Ad and 2 Did not. Of the 2 correct responses, 1 was male and 1 was female. Future analysis can be conducted to review, for example, those Member's income level and/or marital status.

FIG. 5

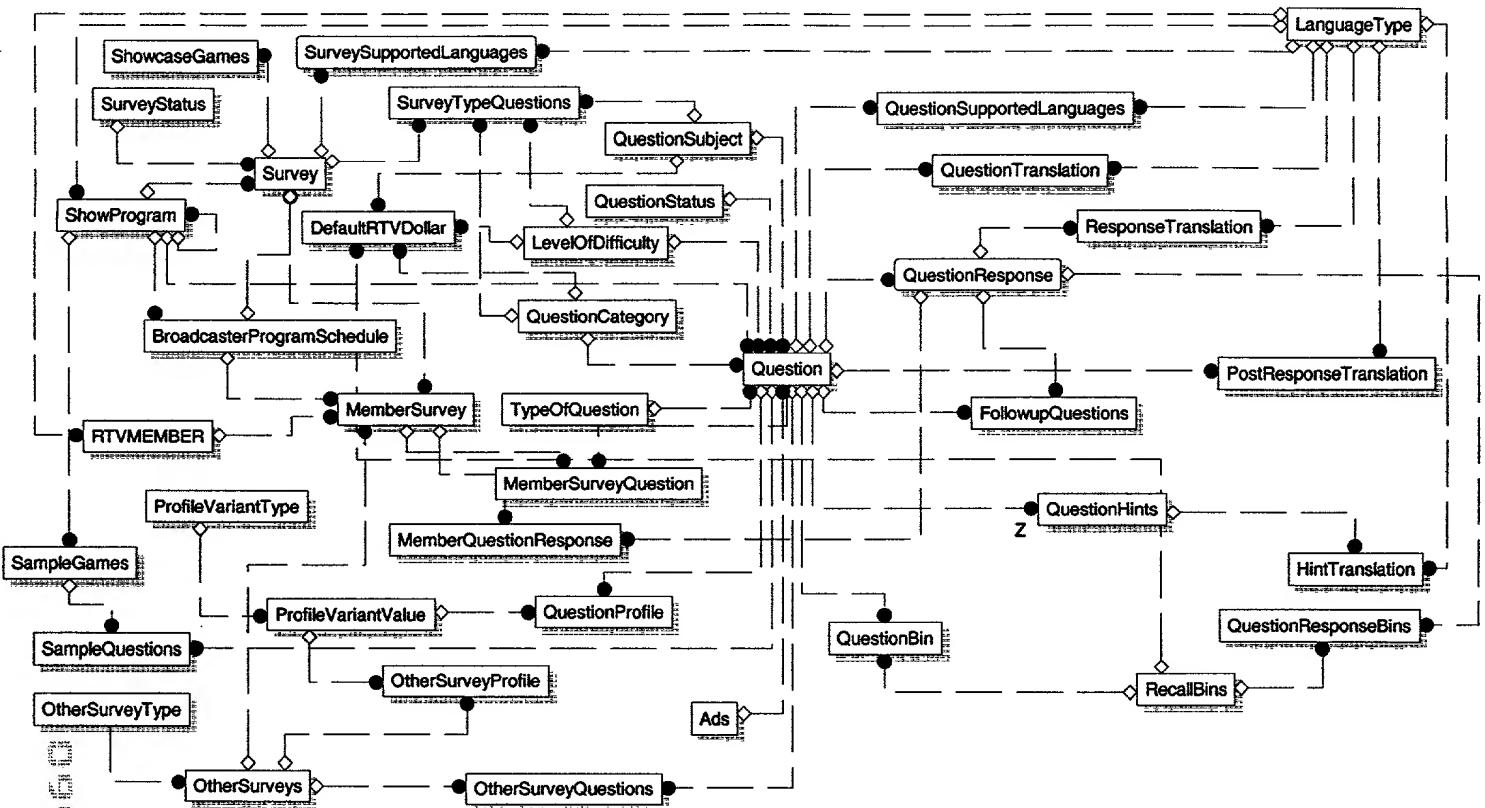


FIG. 6

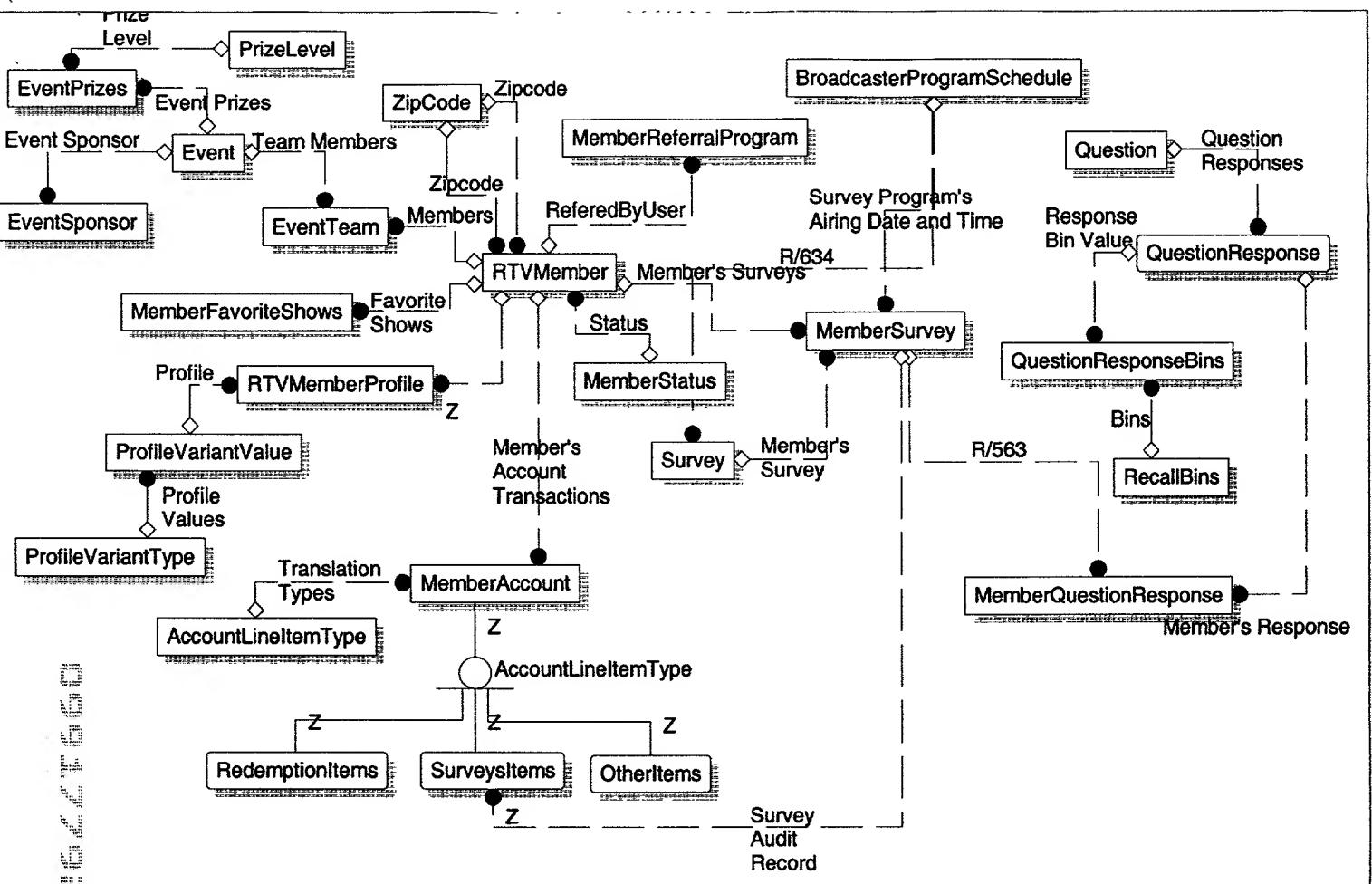


FIG. 7

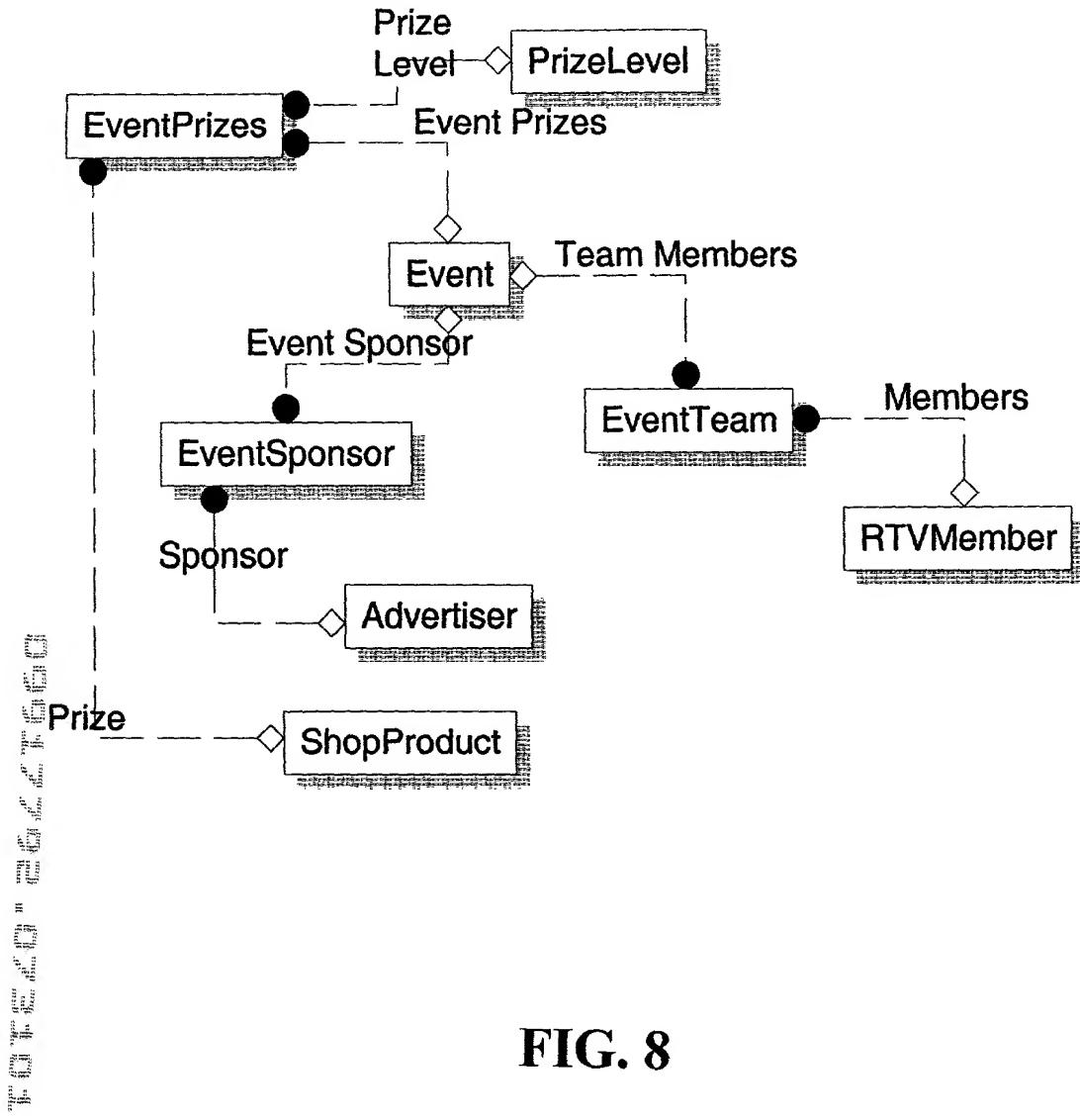


FIG. 8

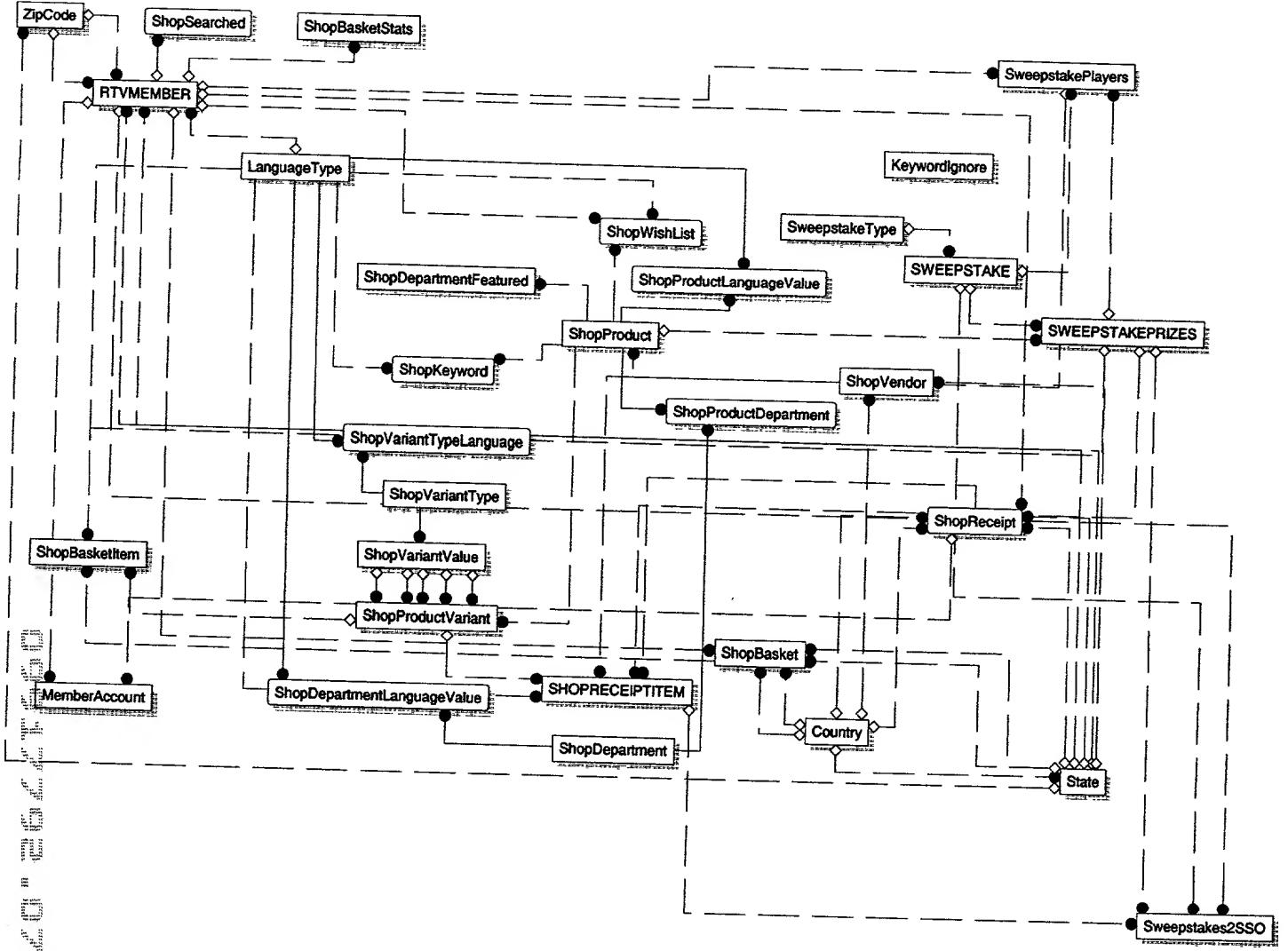


FIG. 9

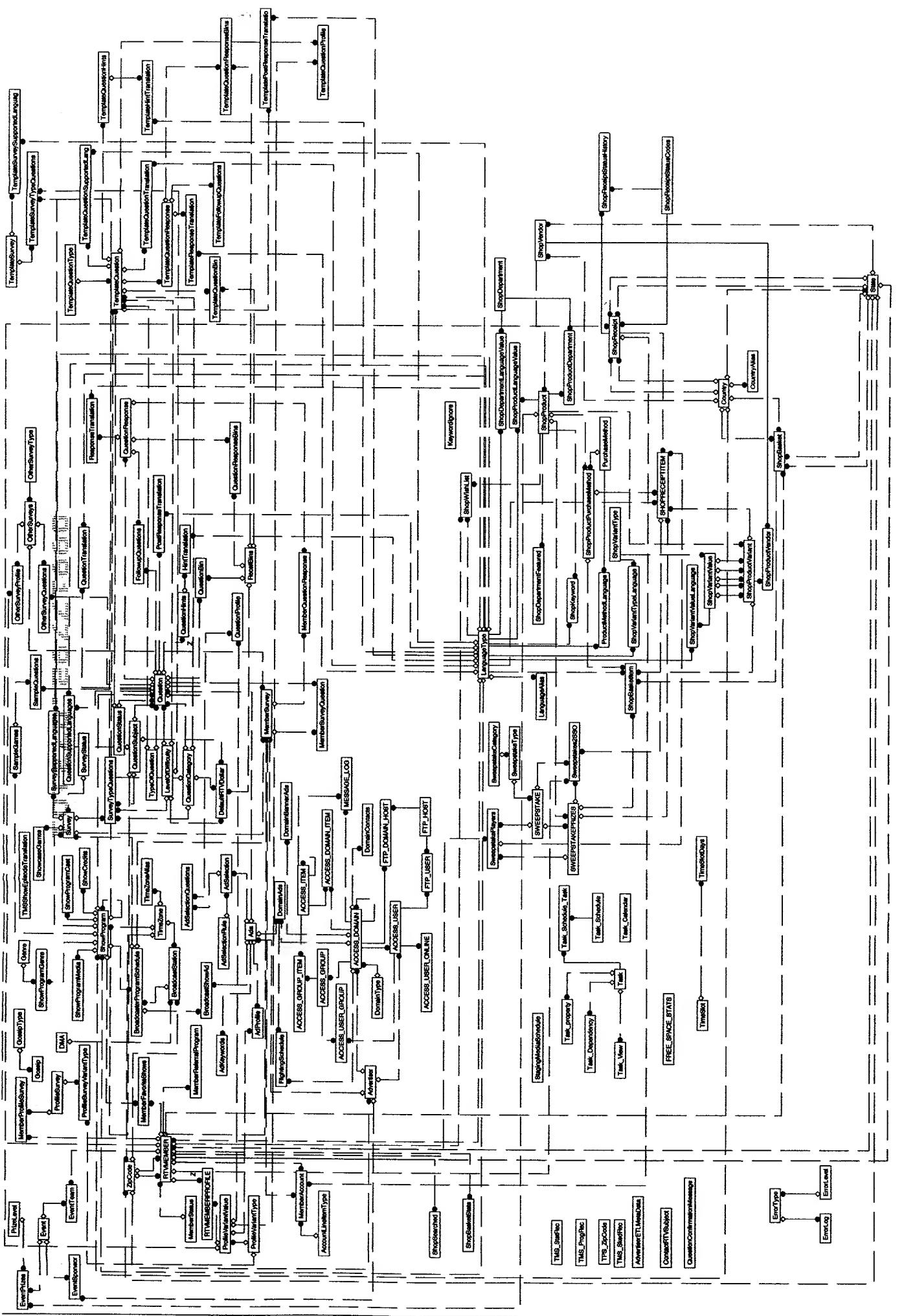


FIG. 10

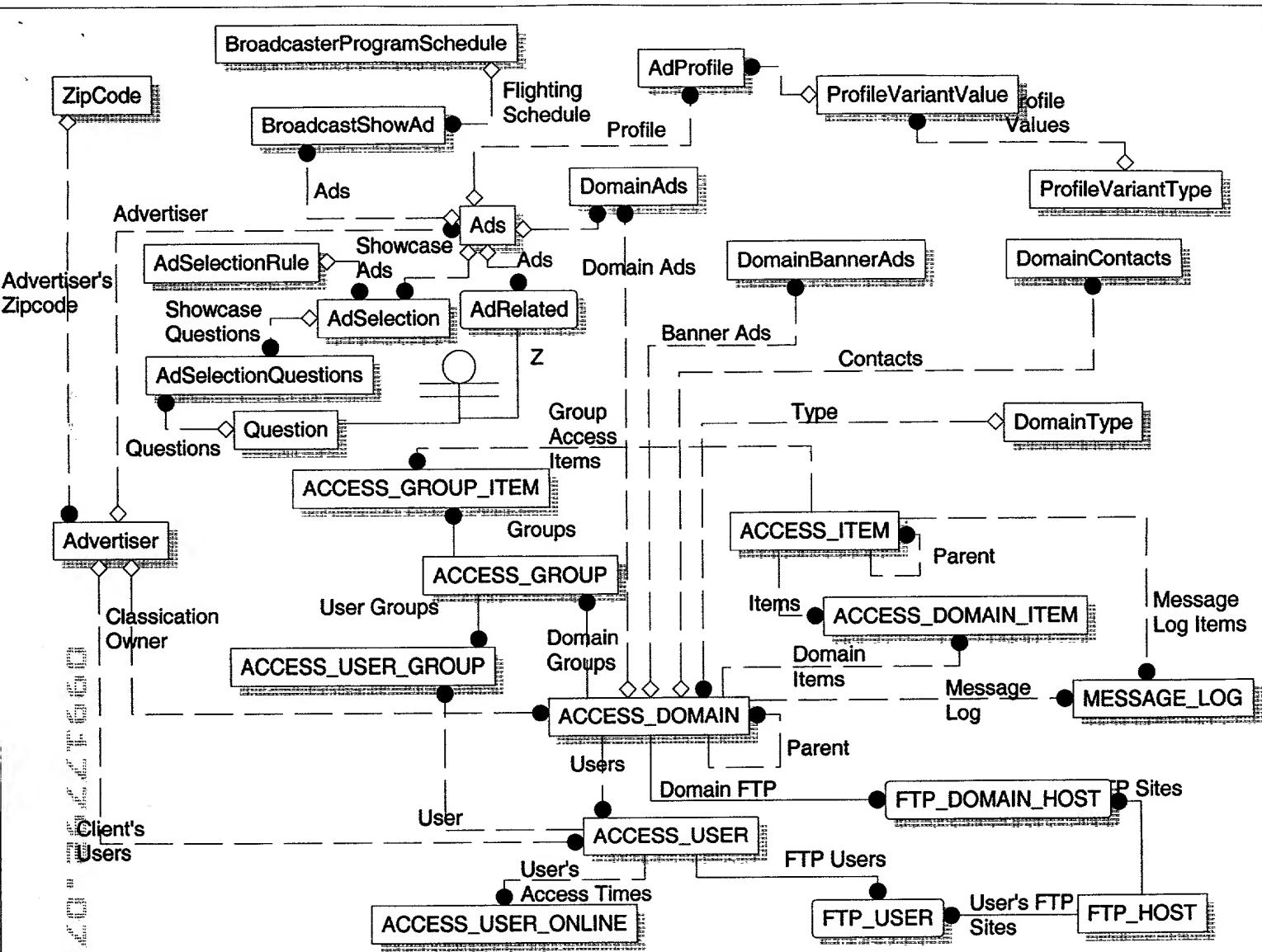


FIG. 11

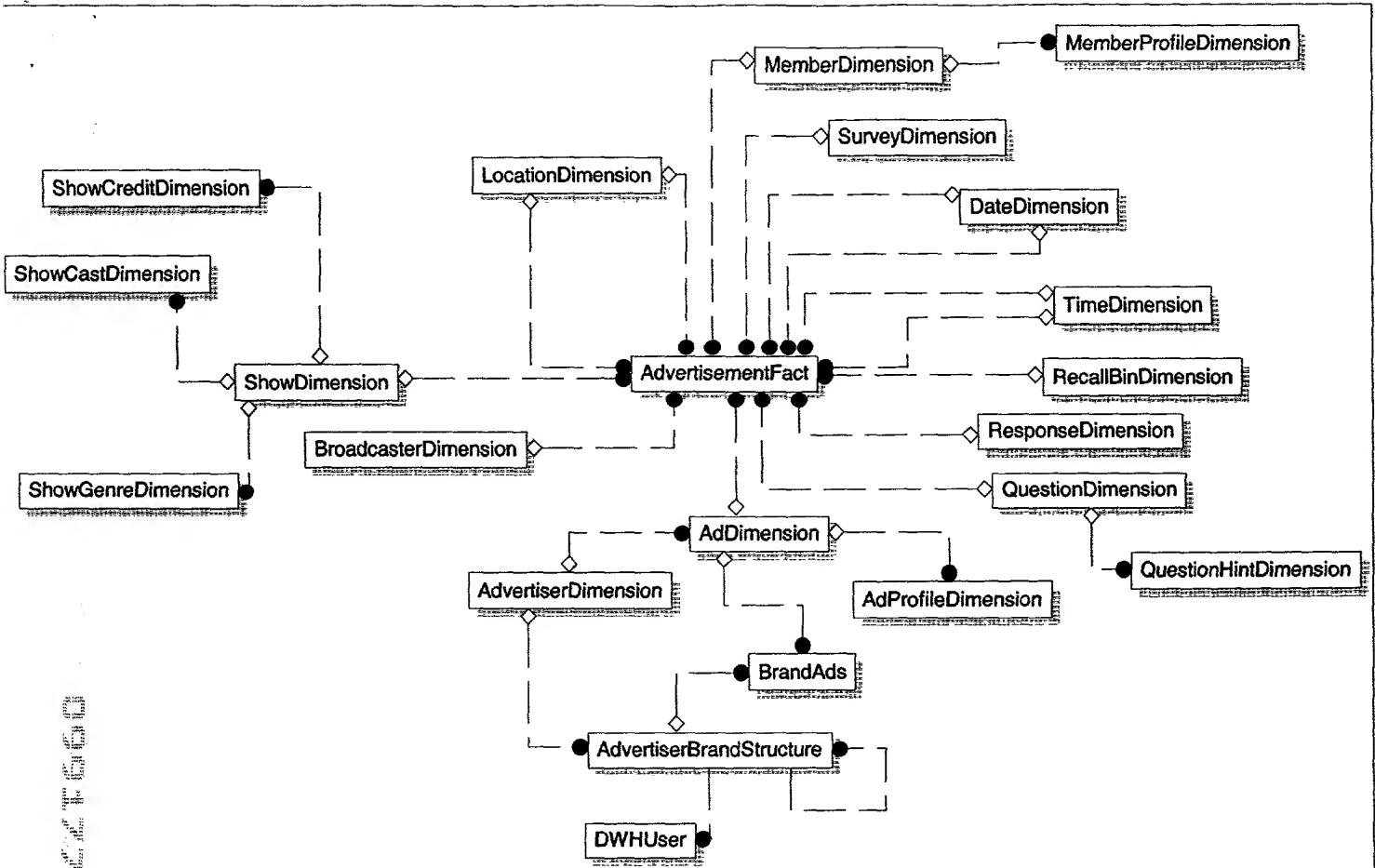


FIG. 12

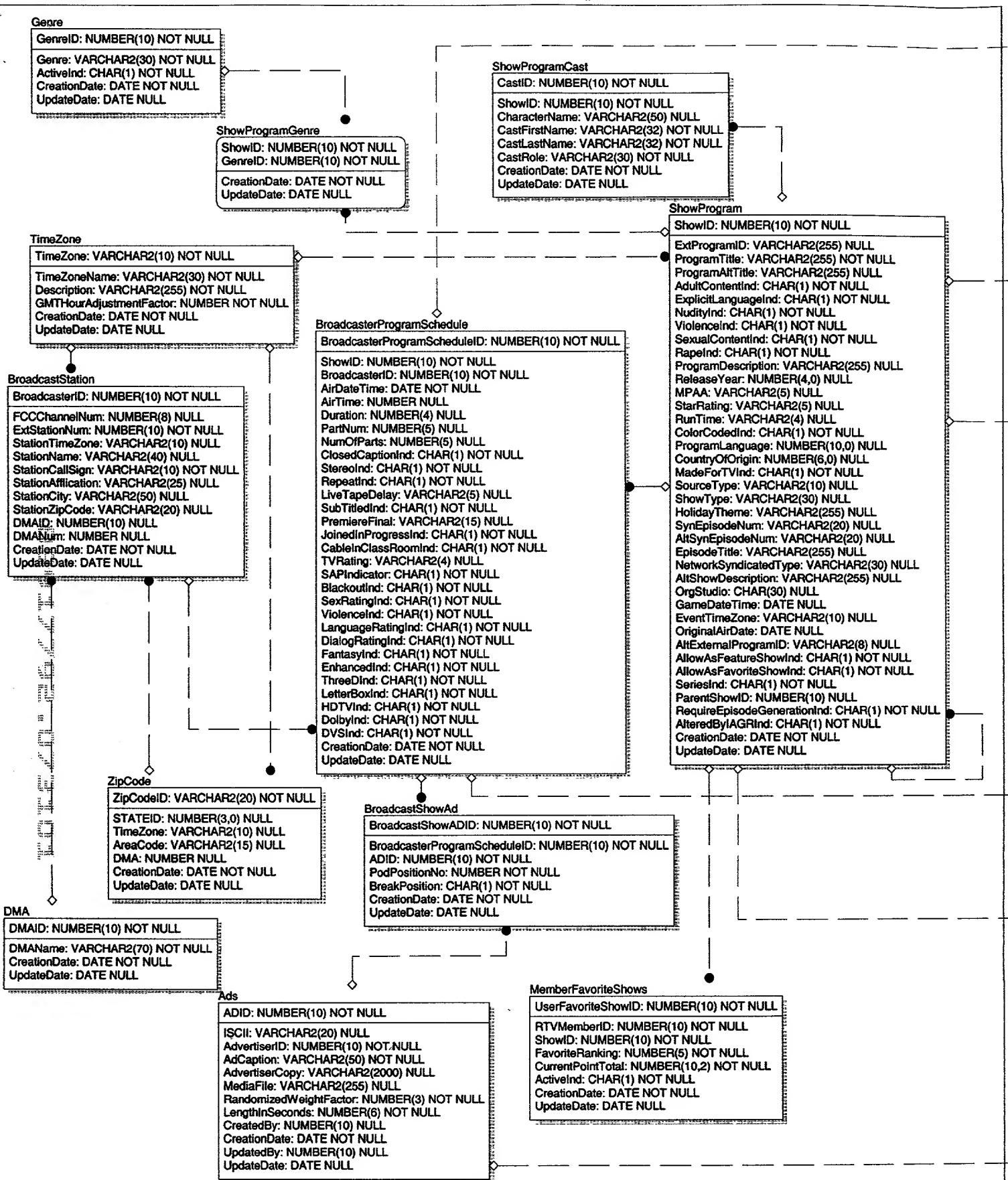


FIG. 13a

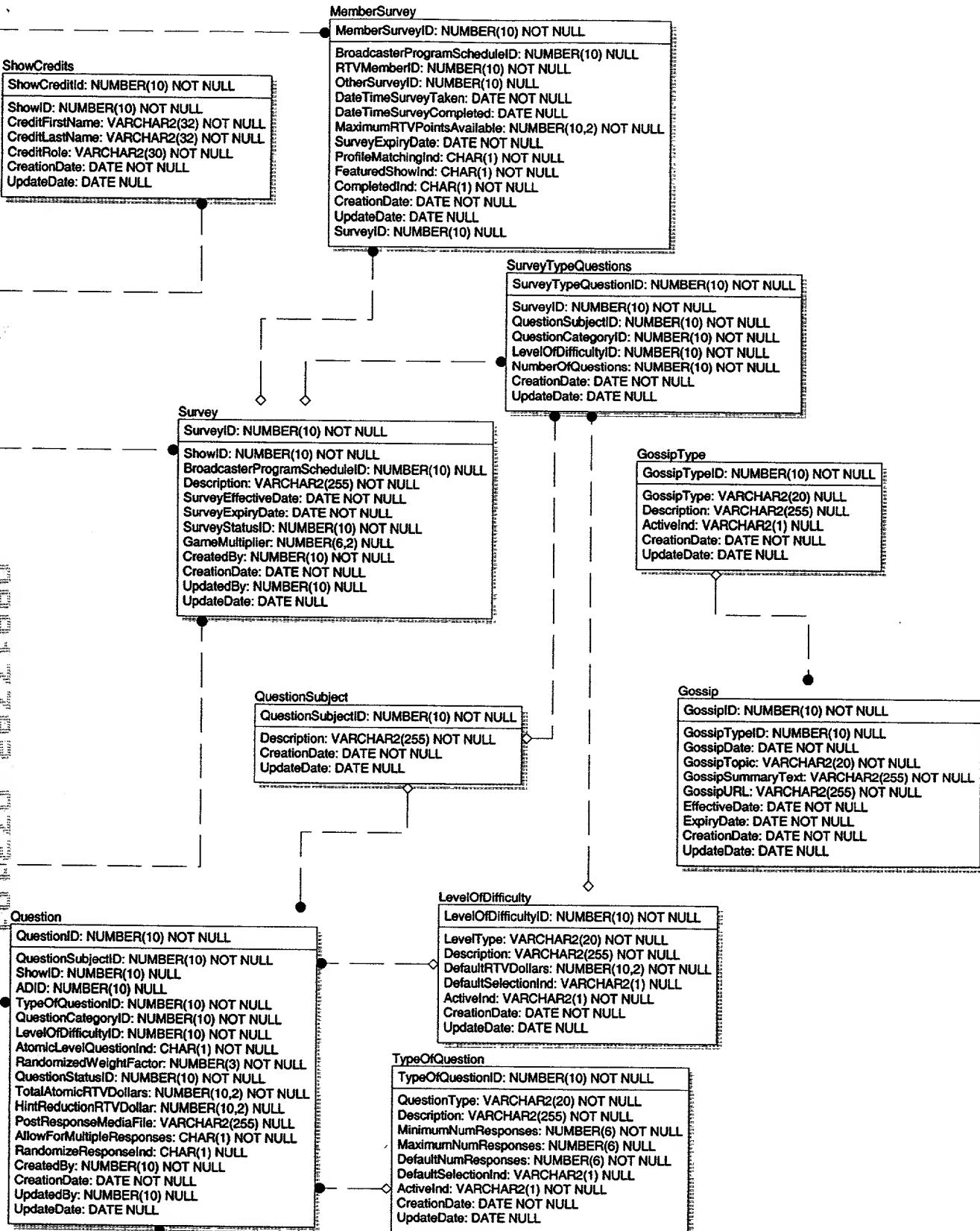


FIG. 13b

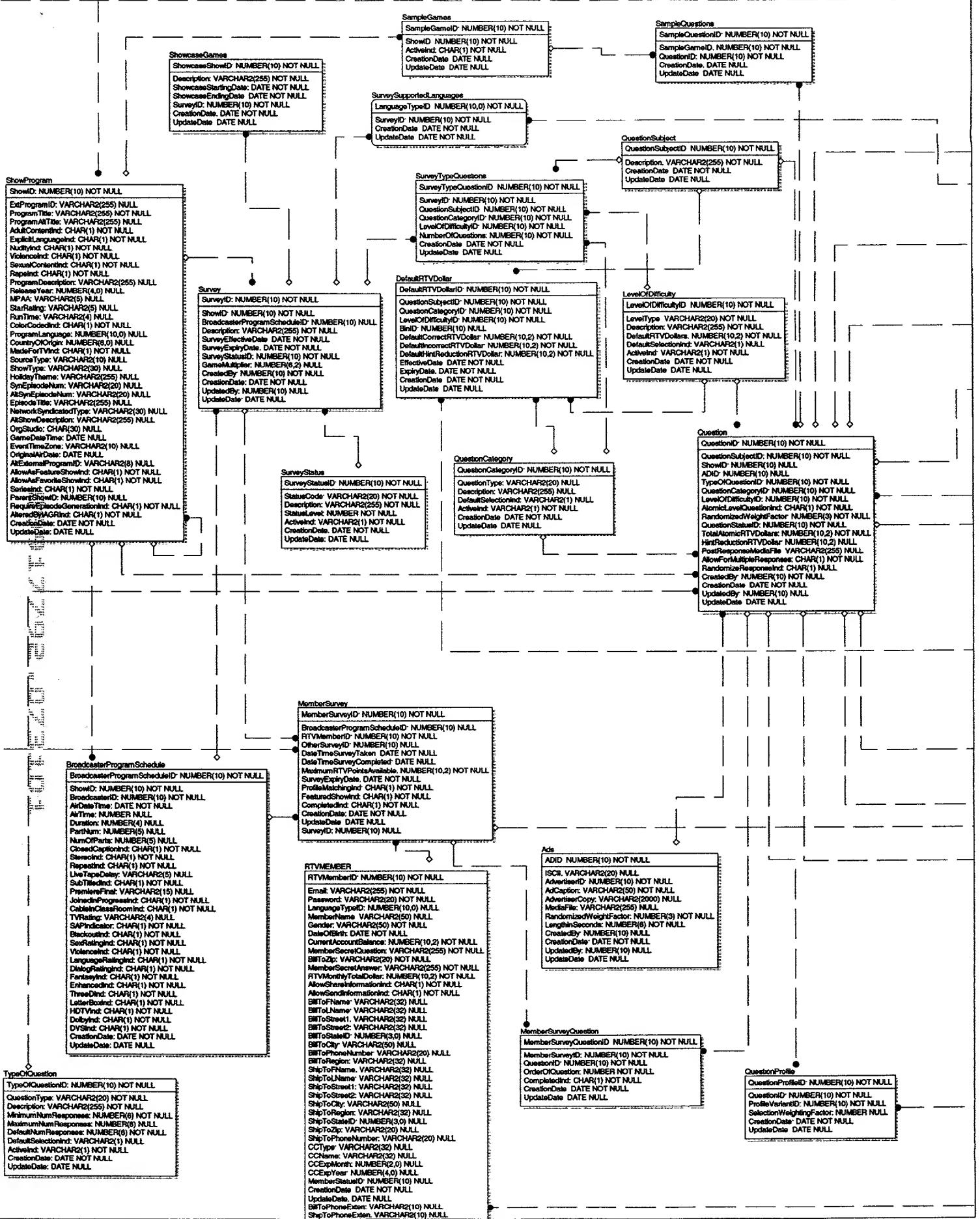


FIG. 14a

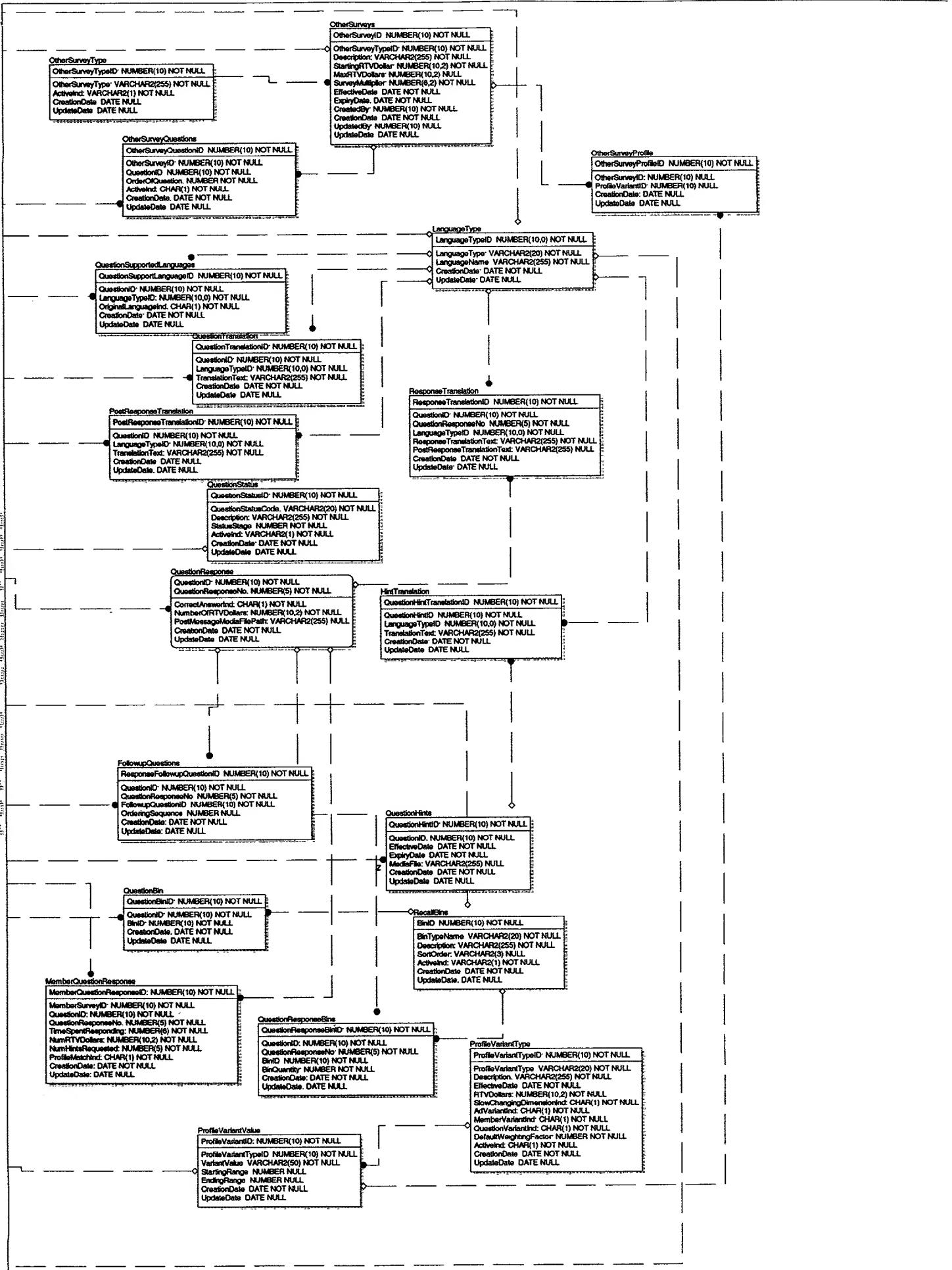


FIG. 14b

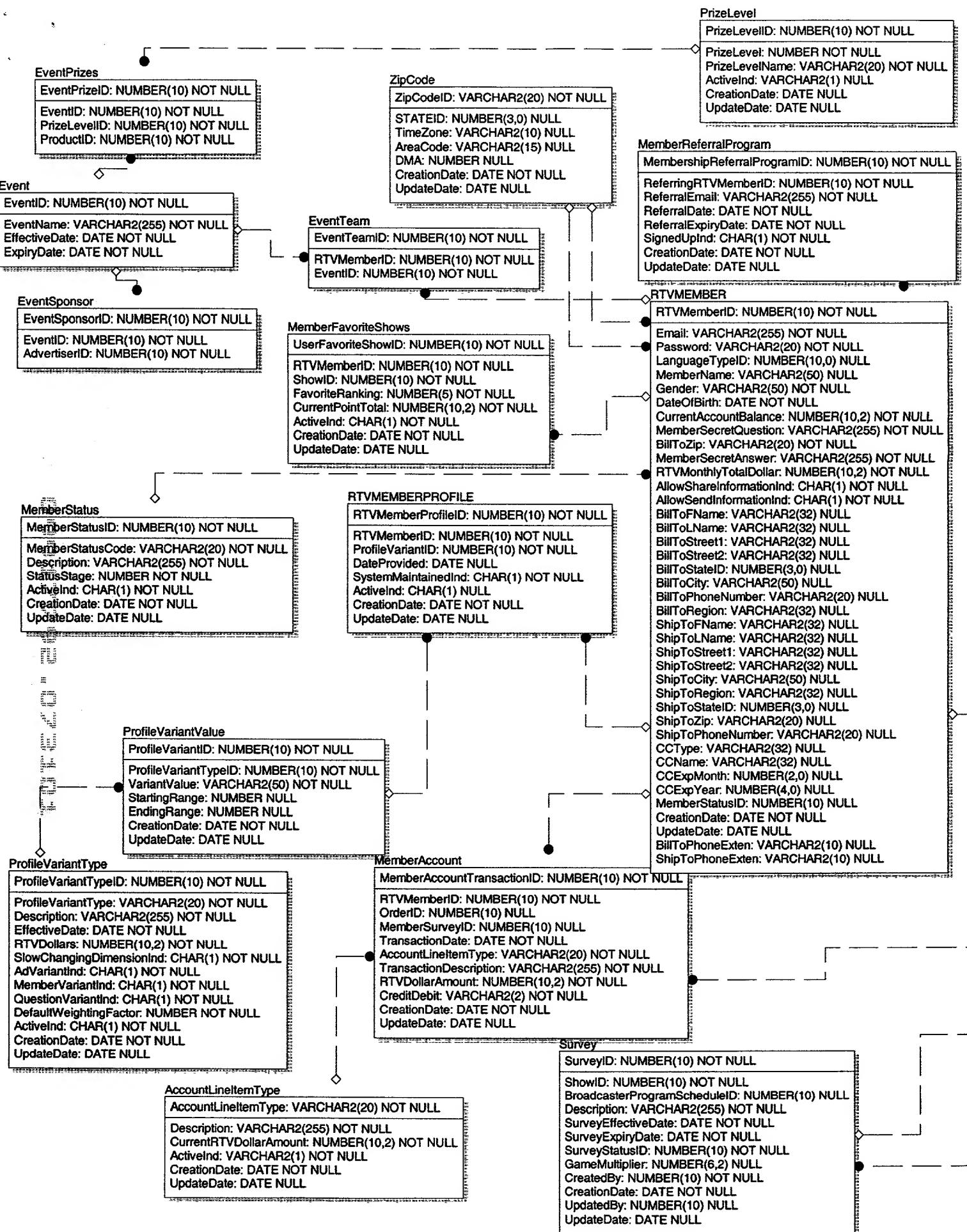


FIG. 15a

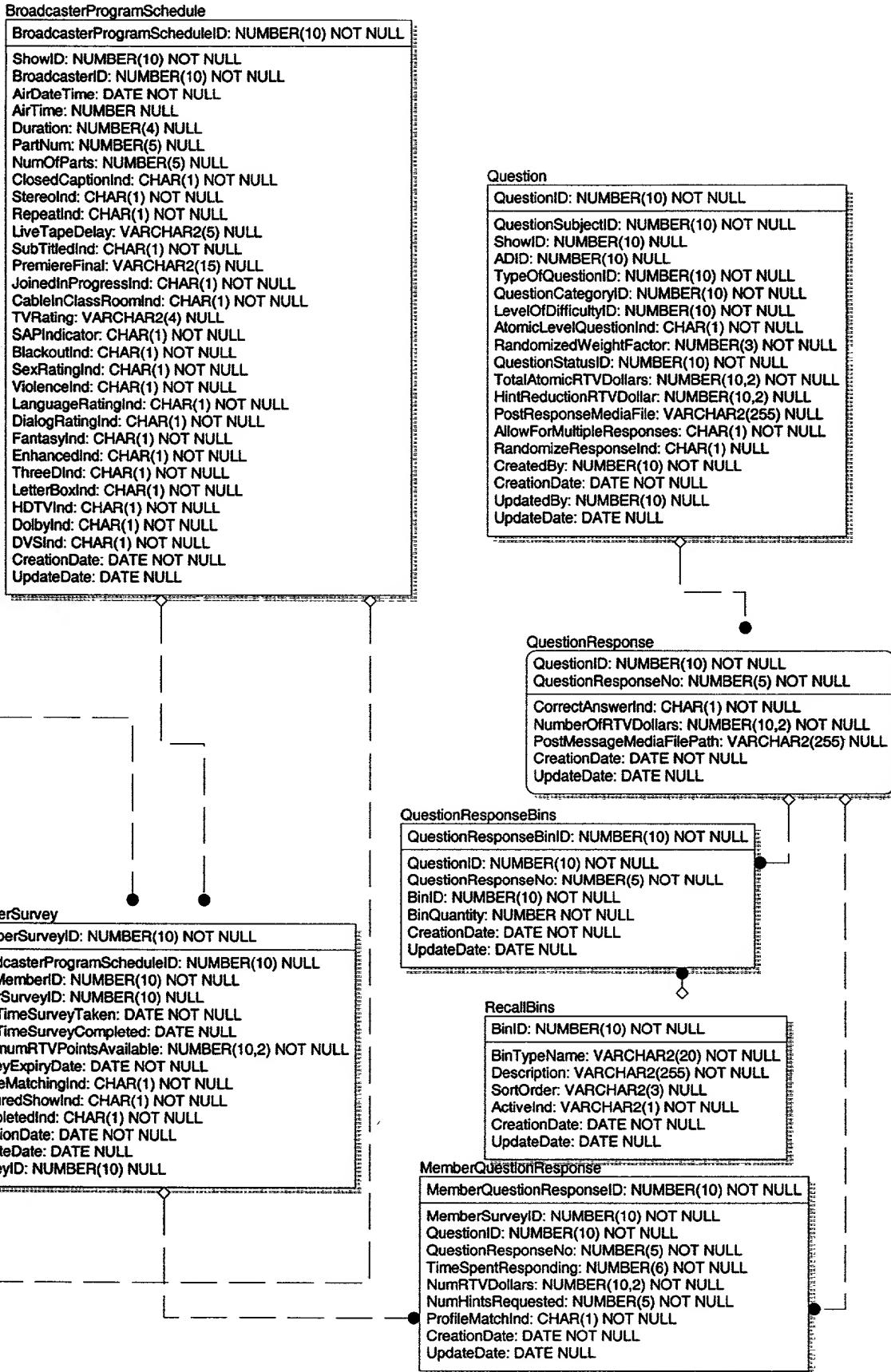


FIG. 15b

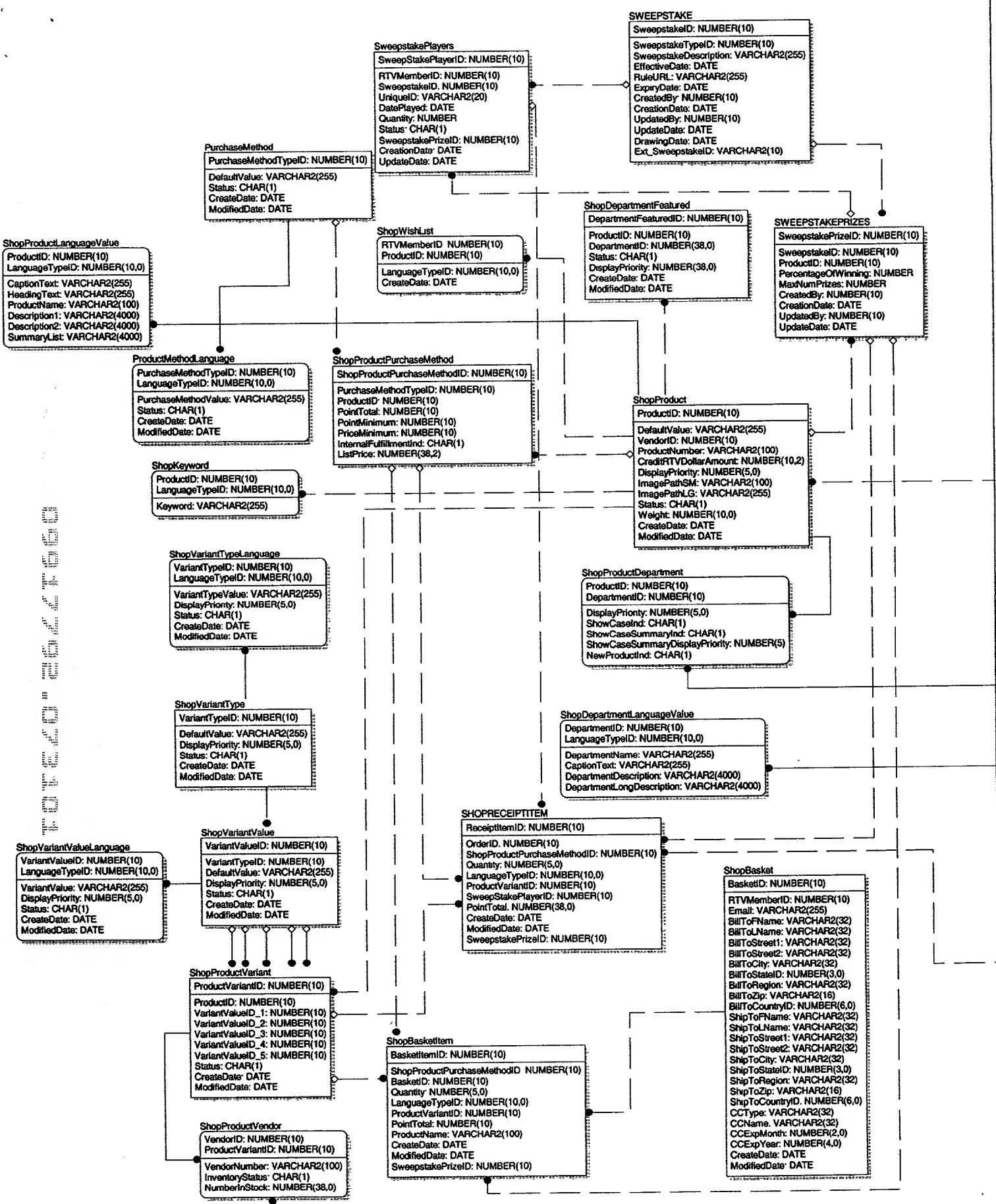


FIG. 16a

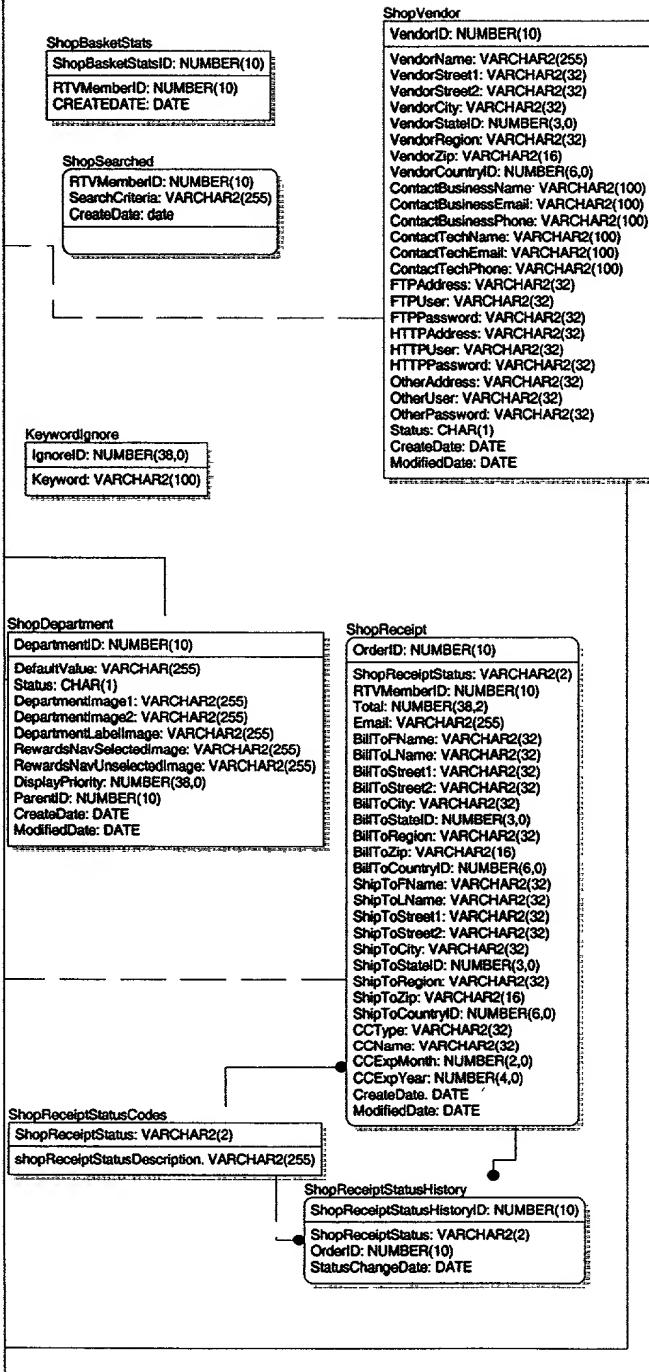


FIG. 16b

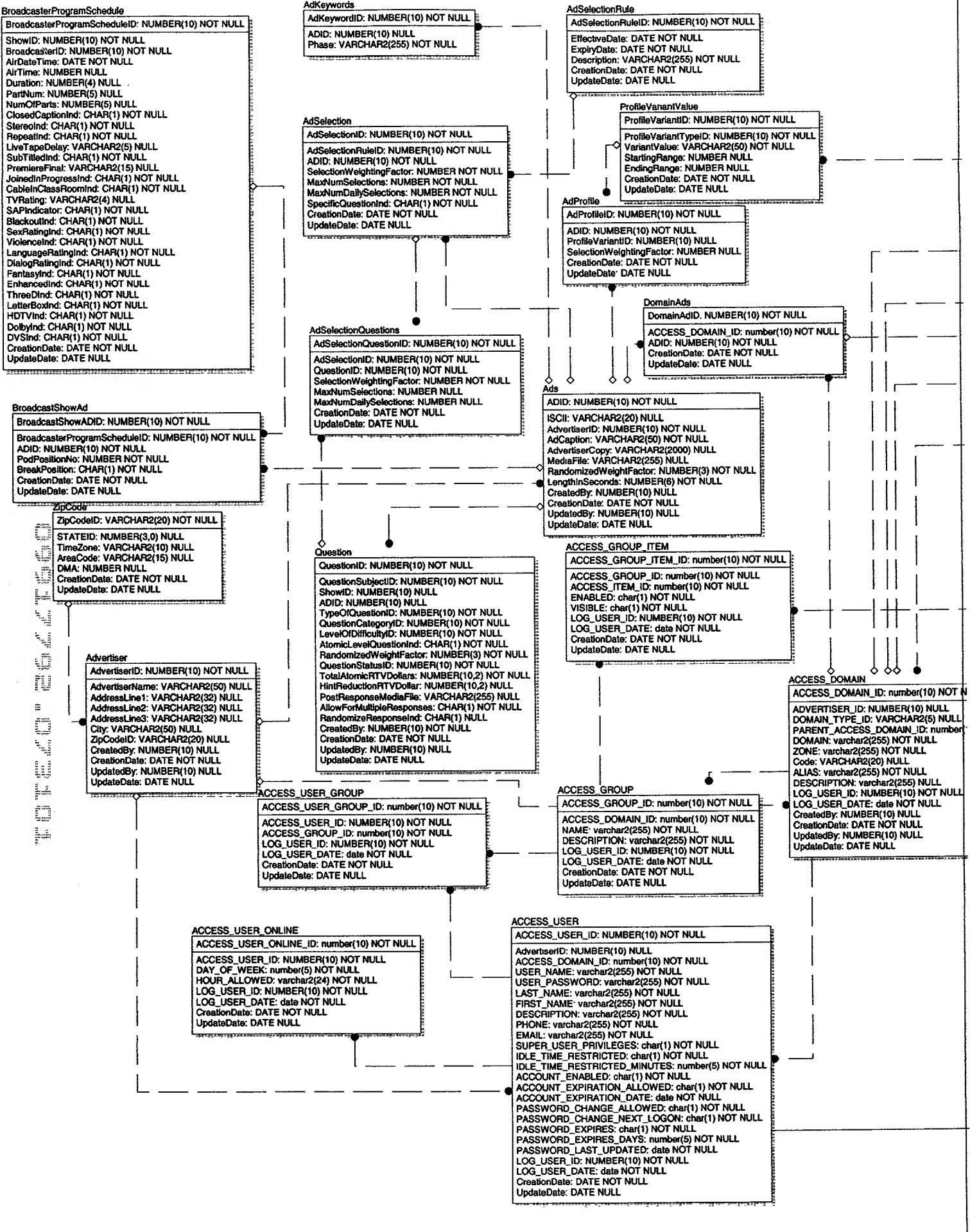


FIG. 17a

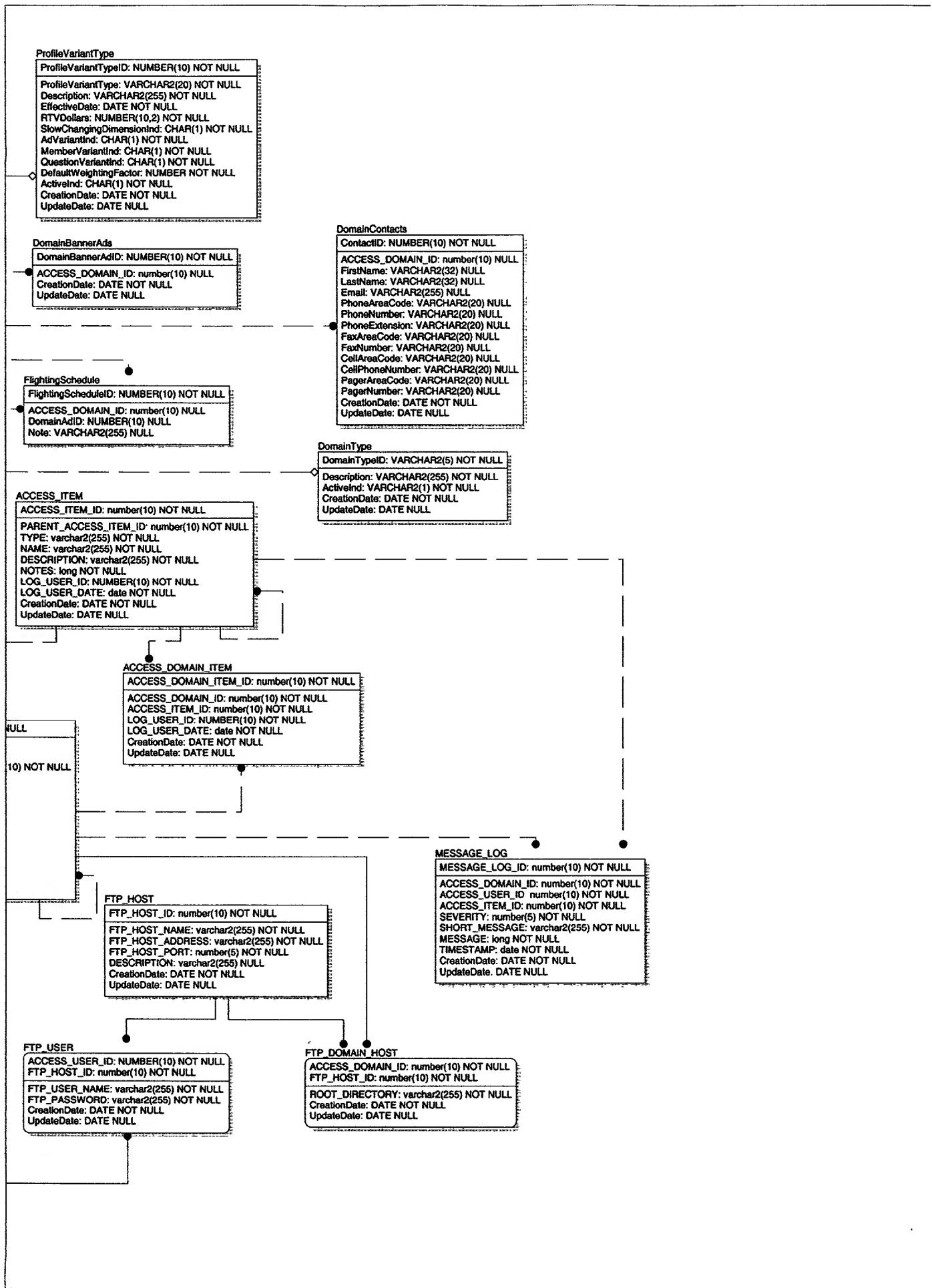


FIG. 17b

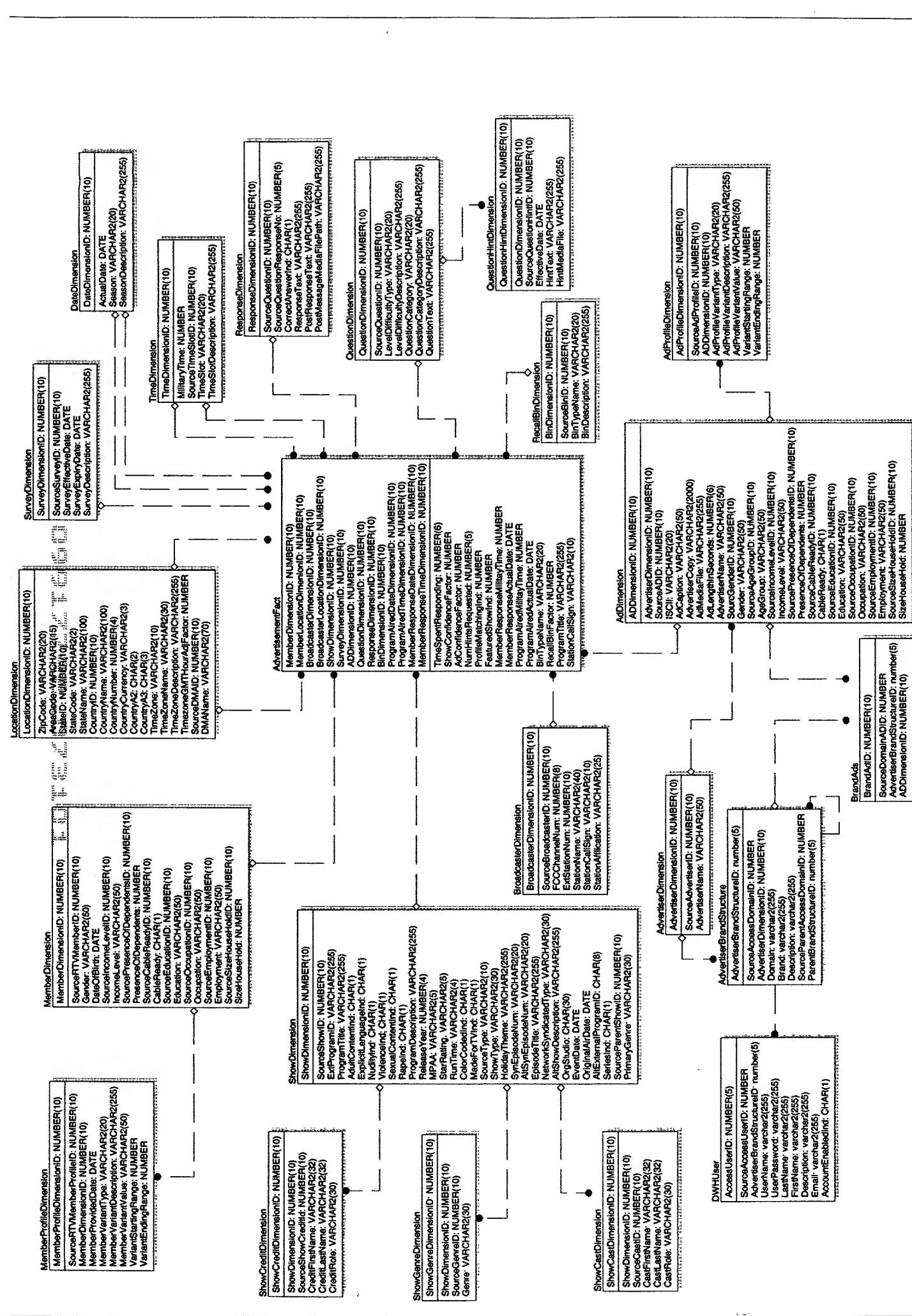


FIG. 18